

## ABSTRACT OF DISCLOSURE

The image display apparatus comprises: an image processor for outputting image data including plural color component data; a gain corrector for correcting levels of the image data output by the image processor; and an image display device having a plurality of pixels from each of whose pixels light for forming an image exits in accordance with the corrected image data corrected by the gain corrector. The gain corrector corrects the level of at least one of the plural color component data applied to the pixels in accordance with the positions of the pixels such that, when image data representing an image of a prescribed uniform color are output from the image processor, difference in chromaticity of light exiting from the pixels is reduced among the pixels without making luminance of the light exiting from the pixels of the image display device the same at all pixels.